Citel. The VoIP Migration Company™

Portico™ TVA™ and Avaya IP Office

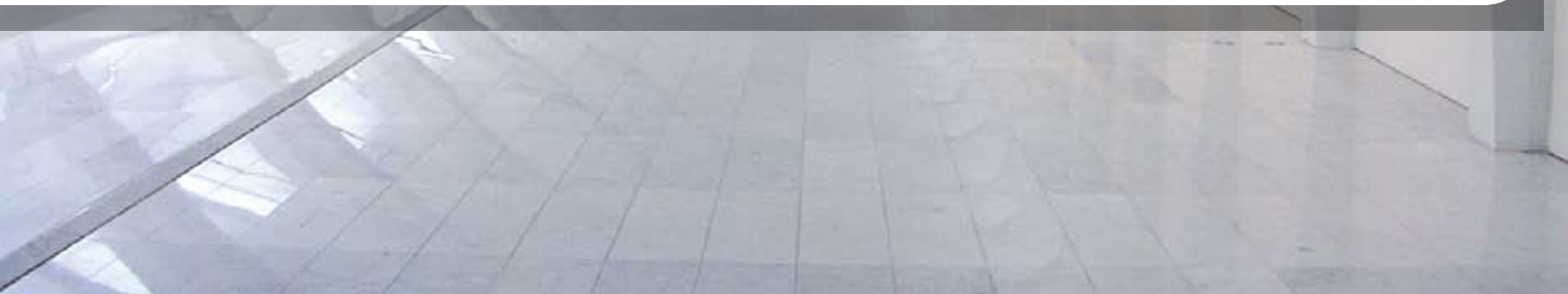
Company Perspective

Over two decades, Citel has evolved as The VoIP Migration Company™, building a reputation as a technology and market leader in delivering innovative voice network solutions to organizations worldwide. Citel is a New York State based, private company with a global presence, and the resources and partnerships to deliver value-enhancing telephony solutions quickly and cost-effectively.

How can Citel benefit your enterprise? Organizations generally make technology purchasing decisions to accomplish one or more of the following objectives:

- Grow revenue
- Reduce costs
- Increase productivity
- Enhance customer experience
- Improve core business focus
- Maintain or enhance competitive position

At Citel, we design and manufacture each of our products to align with an organization's technology buying objectives to create a seamless, scalable voice network.



Citel manufactures the Portico™ Telephone VoIP Adapter (TVA™), enabling deliver of VoIP services and applications to digital (PBX), P phone (Centrex), and analog telephones already working and in place.

Avaya IP Office is a phone system designed for small and medium businesses, offering powerful communications capabilities combining advanced, big business functionality with the ease of use and simplified management that small businesses require. IP Office helps small businesses use communications to differentiate them from their competition.

Together, Citel and Avaya IP Office accelerate VoIP deployment. IP Office provides the engine for VoIP's benefits, and Portico TVA makes the enterprise transition fast, easy, and affordable.

Avaya IP Office Overview

Avaya IP Office unifies company communications, providing employees with a solution that lets them handle all their business communications on the device of their choice.

IP Office easily adapts to company goals and budget and provides individual user productivity solutions to give each employee just the capabilities they need - whether it is the receptionist, sales or service representatives, home telecommuter or on-the-go knowledge worker.

Helping small to large companies around the world use communications to grow sales and lower operating expenses has made Avaya the global leader in business communications systems. If that is what you want for your small business, it is time to take a close look at Avaya IP Office.

Avaya IP Office - key features

Lower mobile phone and long distance bills.

Built-in resiliency

No conference calling fees

Centralized administration

Portico™ Telephone VoIP Adapter (TVA™) Overview

A very large amount of money (estimated at $20.6 billion over five years back in 2006 according to a Gartner Research report) will be wasted on IP screen phones. Smart enterprises will migrate to IP telephony utilizing existing handsets and wiring infrastructure.

Legacy handsets are retained until they reach the end of their effective life, and the enterprise avoids a questionable investment in rapidly evolving IP endpoints.

Citel's SIP-based Portico™ Telephone VoIP Adapter (TVA™) enables digital (PBX), P phone (Centrex) and analog handsets to connect directly to an IP platform over existing wiring. The enterprise can apply up to two thirds of its existing telephony investment towards a new IP platform, dramatically reducing the expenditure and disruption usually associated with IP telephony migration. Now enterprises can justify migration to IP telephony even in the middle of the traditional PBX "buy cycle".

Product Descriptions

Portico TVA-D

For digital (PBX) telephone handsets

- SIP-enabled digital terminal adapter
- 12- or 24-port configurations
- 0, 1, or 2 FXO ports for survivability
- Powers digital handsets locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connects to the Avaya IP Office

Portico TVA-P

For P phone (Centrex) telephone handsets

- SIP-enabled P phone terminal adapter
- 12- or 24-port configurations
- 0, 1, or 2 FXO ports for survivability
- Powers P phone handsets locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connects to the Avaya IP Office

Portico TVA-A

For single line and analog handsets

- SIP-enabled analog phone adapter
- 12- or 24-port configurations
- 0, 1, or 2 FXO ports for survivability
- Powers analog phones locally
- Web configuration and provisioning
- Flexible QoS and compression options
- Connects to the Avaya IP Office

Avaya IP Office with Portico™ TVA™

Most enterprises are faced with a number of obstacles when migrating to a VoIP platform. Existing equipment investments, including LAN infrastructure, wiring, and handsets, are often significant and still fully functional. Concerns about high capital expenditures, migration complexity, business disruption, and end user retraining often negatively impact the perceived economic or productivity benefits of VoIP services. These factors, primarily about infrastructure, can keep your customers from the benefits of your Avaya IP Office service - the real value of your offering.

Add Portico™ TVA™ to your offering and shift the focus of the value proposition back to high-value IP services. Reduce or eliminate the most common IP telephony objections with Portico TVA, thereby reducing migration complexity and shortening the sales cycle.
Because Portico TVA connects your Avaya IP Office platform to endpoints already installed and working in the enterprise, it enables your sales force to close sales that would otherwise be lost.

...by Eliminating VoIP Migration Obstacles

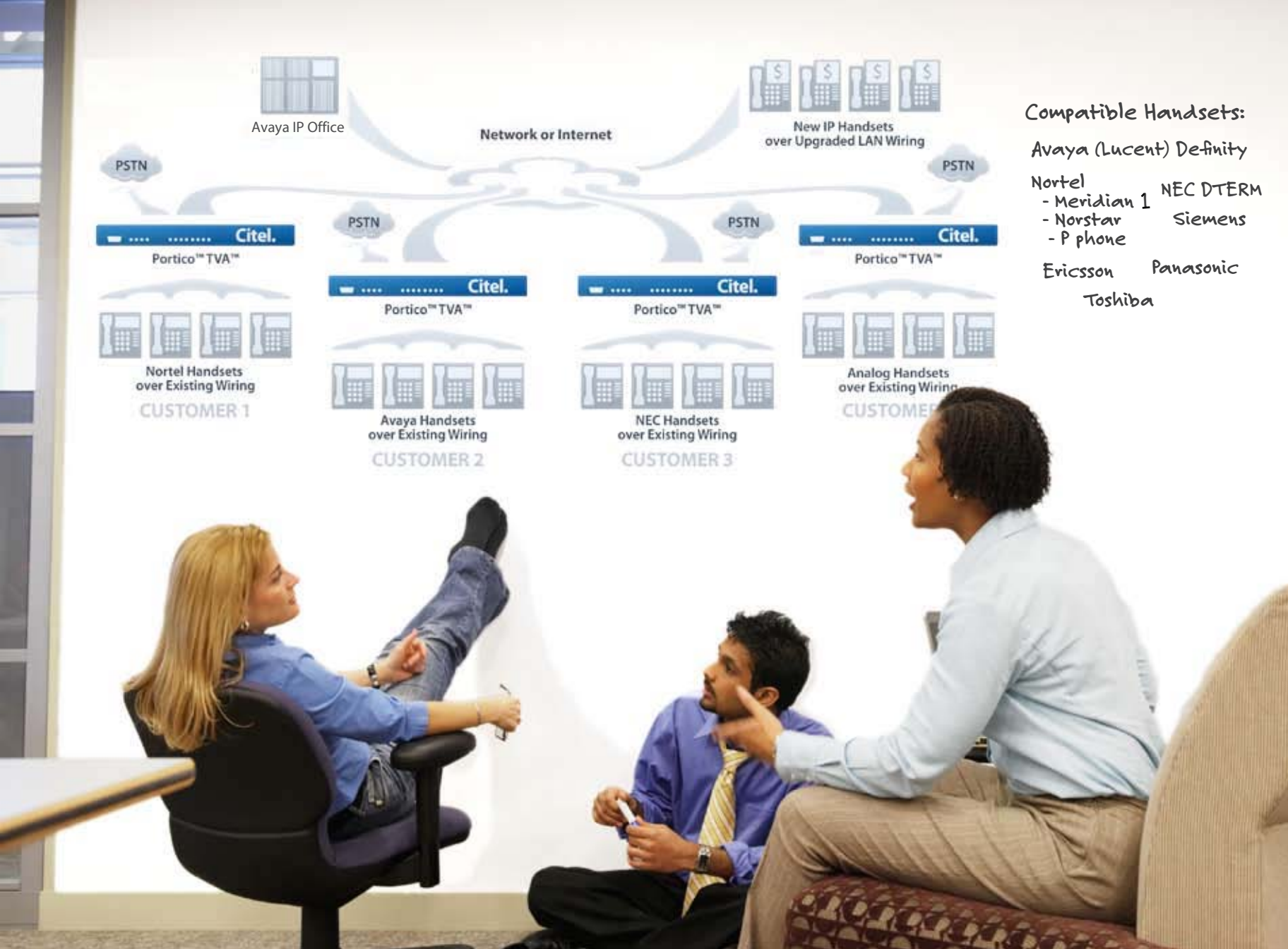
Blends current investment with new technology - Enterprises can utilize handsets and wiring already in place, providing all the benefits of IP telephony at far lower capital and resource investment than “rip and replace” migration.

Drastically reduces VoIP migration CapEx - Enterprises do not need to purchase new handsets or LAN infrastructure to obtain the benefits of IP telephony.

Solidifies VoIP ROI & TCO - By placing focus on the VoIP platform, rather than VoIP endpoints, enterprises can be assured the operational expenditure reduction and productivity gains of IP telephony outweigh the capital expenditure of migrating over the long-term.

Minimizes business disruption & retraining - Users already know how to use the devices on their desks. In most cases, the transition to the Portico TVA is transparent. New applications, such as web/database integration, click-to-call, and enhanced directory services, can be delivered to a web browser.

Requires minimal resources to deploy - Since handset and wiring infrastructure are already in place, the Portico TVA takes minimal resources to deploy, and can be up and running in minutes.



Compatible Handsets:

Avaya (Lucent) Definity

Nortel
- Meridian 1
- Norstar
- P phone

NEC DTERM

Siemens

Ericsson

Panasonic

Toshiba

Citel. The VoIP Migration Company™

Corporate Headquarters

221 Commerce Drive
Amherst
New york
14228 USA

European Headquarters

The Innovation Centre
Epinal Way
Loughborough
LE11 3EH United Kingdom

Canadian Headquarters

151 North Rivermede Dr.
Concord, Ontario
L4K 0C4 Canada

For More Information, Contact Citel Directly

sales@citel.com

Phone: +1 206 957 6270
Toll Free: +1 877 248 3587

citel.com

Regional Offices

Vancouver, BC
Boston, MA

©2010 Citel Technologies, Inc. All Rights Reserved. Citel, The VoIP Migration Company, Portico, TVA, EXTender, and PBXgateway are trademarks of Citel Technologies Inc.

The information and products contained in this document are subject to change without notice.